



Corporate Chair in Wine and Tourism ____ EM Strasbourg Business School ____

**2ND INTERNATIONAL RESEARCH
WORKSHOP ON WINE TOURISM:
Challenges and futures
perspectives**

**September 17-18, 2020
ONLINE**

With the support of



Association Francophone de MAnagement du Tourisme

PROGRAM

Day 1: September 17, 2020 Time Zone (UTC+2)

10:30 – 12:00 WELCOME SESSION

Opening Plenary:

- **Coralie HALLER**, EM Strasbourg, France
- **Marianna SIGALA**, University of South Australia, Australia

Keynote speaker:

- **Jo COLLINS**, Executive Director, Agriculture, Food and Wine, Department of Primary Industries and Regions, Government of South Australia, Australia

Corporate Chair in Wine and Tourism presentation

Introduction of contemporary issues in Wine and Tourism

LUNCH BREAK

13:00 – 14:30 SESSION 1: ENTREPRENEURSHIP & STRATEGY

Session chair: **Yosr BEN TAHAR**, Paris School of Business, France

Paper 1: Benchmark analysis of wine tourism destinations: Integrating a resilience system perspective into the comparative framework

Authors:

- **Maria ALEBAKI**, Agricultural University of Athens, Department of Agricultural Economics & Rural Development, Greece
- **Angelos LIONTAKIS**, Agricultural University of Athens, Department of Agricultural Economics & Rural Development, Greece
- **Alex KOUTSOURIS**, Agricultural University of Athens, Department of Agricultural Economics & Rural Development, Greece

Paper 2: Wine tourism as a means towards economic viability for the wine industry in the Canary Islands: Recommendations for a sustainable development

Authors:

- **Lana RUFF**, DGAOT, Faculty of Sciences, University of Porto, Portugal
- **Carlos FERNANDEZ-HERMANDEZ**, Cátedra of Agrotourism and Enotourism of the Canary Islands of La Laguna University, Spain
- **Gabriel GARCIA-SANTOS**, Cátedra of Agrotourism and Enotourism of the Canary Islands of La Laguna University, Spain
- **Anabela CARNEIRO**, GreenUPorto, DGAT, Faculty of Sciences, University of Porto, Portugal

Paper 3: Is wine tourism profitable for wine companies? Literature review

Authors:

- **Claire LAMOUREUX**, KEDGE Business School (Talence), France
- **Tatiana BOUZDINE-CHAMEEVA**, KEDGE Business School (Talence), France

____ **15-MINUTE BREAK** ____

14:45 – 16:15 SESSION 2: CONSUMER BEHAVIOR

Session chair: **Coralie HALLER**, EM Strasbourg, France

Paper 1: Deeper understanding of wine tourism offer from wine producers' perspective: The case of Lubéron in the Rhone Valley

Authors:

- **Sabine Reydet**, CERAG, University Grenoble Alpes, France
- **Blandine AGERON**, CERAG, University Grenoble Alpes, France
- **Gildas BARBOT**, CERAG, University Grenoble Alpes, France

Paper 2: Cumulative information and willingness to pay: An experiment on wine

Authors:

- **Francesco ANGELINI**, Department of Statistical Sciences "Paolo Fortunati", University of Bologna, Italy
- **Massimiliano CATELLANI**, Department of Statistical Sciences "Paolo Fortunati", University of Bologna, Italy
- **Massimo VENTRUCCI**, Department of Statistical Sciences "Paolo Fortunati", University of Bologna, Italy

Paper 3: Challenges of an emergent wine destination: Consumer engagement and the case of Sweden's regulated market

Authors:

- **Emma SAMSSIOE**, Department of Service Management and Service Studies, Lund University, Sweden
- **Josefine ÖSTRUP BACKE**, Department of Service Management and Service Studies, Lund University, Sweden

_____ **15-MINUTE BREAK** _____

16:30 – 18:00 SESSION 3: EXPERIENCE

Session chair: **Charlotte MASSA**, EM Strasbourg, France

Paper 1: The influence of social representation on the wine tasting experience in proximity tourism

Authors:

- **Roxane CORBEL**, Faculté des Sciences du Sport, Université de Bourgogne, France
- **Anne-Marie LEBRUN**, Faculté des Sciences du Sport, Université de Bourgogne, France
- **Patrick BOUCHET**, Faculté des Sciences du Sport, Université de Bourgogne, France

Paper 2: The role of nostalgia and residents' attitude toward wine festival tourist development: The case of Mendoza Vendimia wine festival

Author:

- **Roxane FAVIER**, IREGÉ, IAE Savoie Mont Blanc, IREGÉ

Paper 3: Wine tourism in Southern Sweden: Opportunities and challenges

Authors:

- **Olga RAUHUT KOMPANIETS**, Dalarna University, Sweden
- **Henrietta NILSON**, Halmstad University, Sweden

Day 2: September 18, 2020 Time Zone (UTC+2)

9:00 – 10:30 SOCIALISATION

Host: **Marianna SIGALA**, University of South Australia, Australia

Virtual meetings with International Wine Experts and discovery of wine tourism destinations around the world

____ 15-MINUTE BREAK ____

10:45 – 12:15 SESSION 4: ENVIRONMENTAL CHANGES AND SUSTAINABILITY

Session chair: **Yosr BEN TAHAR**, Paris School of Business, France

Paper 1: Challenges and opportunities for wine tourism in the shadow of a pandemic: the case of North Canterbury, New Zealand

Authors:

- **Rory HILL**, Lincoln University, New Zealand
- **Joanna FOUNTAIN**, Lincoln University, New Zealand

Paper 2: Effects of climate change on the wine sector in Nordic countries

Author:

- **Jeremiás Máté BALOGH**, Corvinus University of Budapest, Hungary

Paper 3: Local brand strategy for integrated and sustainable "rice wine" tourism in Japan

Author:

- **Toru KODAMA**, Ryutsu Keizai University, Japan

____ LUNCH BREAK ____

13:00 – 14:30 SESSION 5: CUSTOMER SEGMENTATION

Session chair: **Charlotte MASSA**, EM Strasbourg, France

Paper 1: Cheese and wine pairing: a marketing analysis of Catalan cellars

Authors:

- **Francesc FUSTÉ-FORNÉ**, Institut de recerca en turisme, University of Girona, Spain
- **Lluís MUNDET I CERDAN**, Institut de recerca en turisme, University of Girona, Spain

Paper 2: Micro-wine service segments: Accelerators of wine education in the Rhone Valley

Authors:

- **Daria HOLODNIK**, Opole University of Technology, Poland
- **Gildas BARBOT**, University Grenoble Alpes, France

Paper 3: To retail or not to retail: Examining the relationship between producer-retailer proximity and price policies

Authors:

- **Nathalie SPIELMANN**, NEOMA Business School, France
- **Volker Georg KUPPELWIESER**, NEOMA Business School, France

____ **15-MINUTE BREAK** ____

14:45 – 15:45 SESSION 6: DIGITAL

Session chair: **Coralie HALLER**, EM Strasbourg, France

Paper 1: Crushing content marketing with videos: What consumers want

Authors:

- **Natalia VELIKOVA**, Texas wine research institute, Texas Tech University, USA
- **Tatiana BOUZDINE-CHAMEEVA**, KEDGE Business School (Talence), France
- **Marc FAGET**, KEDGE Business School (Talence), France
- **Bogdan OLEVSKYI**

Paper 2: An exploratory analysis of wineries digital strategy via websites functionality:
The case of two cross-border territories (Roussillon and Emporda)

Authors:

- **Olga GONCALVES**, MRM, University of Perpignan, France
- **Raquel CAMPRUBI**, Faculty of tourism, University of Girona, Spain

15:45 – 16:15 CLOSING PLENARY

Host: **The organizing committee**